

PROGRAM : 96518 PARLIAMENT TRAVEL COLLECTION DM #2
PHASE : A
MAIL CODE : 827
PULL DATE : 04/24/96
RECEIVING VENDOR : F02 FALA DIRECT MARKETING
CUMULATIVE TOTAL : 186,258

QUANTITY	CELL	CELL DESCRIPTION
72,326	01	PARL DM#2 HIGH CPN/HIGH CONT CONTROL
10,000	02	PARL DM#2 HIGH CPN/HIGH CONT TEST
5,915	03	PARL DM#2 LOW CPN/HIGH CONT
24,843	04	PARL DM#2 HIGH CPN/LOW CONT CONTROL
10,000	05	PARL DM#2 HIGH CPN/LOW CONT TEST
5,728	06	PARL DM#2 LOW CPN/LOW CONT CONTROL
5,727	07	PARL DM#2 LOW CPN/LOW CONT TEST
27,210	08	PARL DM#2 COMPETITIVE RESP CONTROL
9,611	09	PARL DM#2 COMPETITIVE RESP TEST
14,898	10	PARL DM#2 MODEL TEST

NOT MAILED - REPLACED WITH
CELLS 11 & 12

GENDER	TOTAL LESS			CELL 01 LESS			CELL 02 LESS			CELL 03 LESS			CELL 04 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
MALE	69,954	37.6	38.6	25,320	35.0	35.8	3,454	34.5	35.3	2,715	45.9	51.1	9,233	37.2	38.4
FEMALE	111,289	59.7	61.4	45,397	62.8	64.2	6,318	63.2	64.7	2,597	43.9	48.9	14,808	59.6	61.6
UNKNOWN	5,015	2.7	.0	1,609	2.2	.0	228	2.3	.0	603	10.2	.0	802	3.2	.0
TOTAL:	186,258	100.0	100.0	72,326	100.0	100.0	10,000	100.0	100.0	5,915	100.0	100.0	24,843	100.0	100.0
AGE															
21-24	8,201	4.4	4.5	2,392	3.3	3.3	308	3.1	3.1	1,397	23.6	23.9	759	3.1	3.1
25-34	38,047	20.4	20.7	13,305	18.4	18.4	1,831	18.3	18.3	2,423	41.0	41.4	4,832	19.5	19.9
35-44	37,364	20.1	20.3	15,079	20.8	20.9	2,045	20.5	20.5	1,110	18.8	19.0	4,733	19.1	19.5
45-54	37,233	20.0	20.2	16,313	22.6	22.6	2,297	23.0	23.0	547	9.2	9.4	4,844	19.5	20.0
55-64	28,937	15.5	15.7	11,981	16.6	16.6	1,758	17.6	17.6	240	4.1	4.1	3,949	15.9	16.3
65+	34,170	18.3	18.6	13,045	18.0	18.1	1,739	17.4	17.4	130	2.2	2.2	5,109	20.6	21.1
UNKNOWN	2,299	1.2	.0	210	.3	.0	21	.2	.0	67	1.1	.0	616	2.5	.0
TOTAL:	186,258	100.0	100.0	72,326	100.0	100.0	10,000	100.0	100.0	5,915	100.0	100.0	24,843	100.0	100.0
FLAVOR															
NON-MENTHOL/REGULAR	181,126	97.2	97.5	72,270	99.9	99.9	9,994	99.9	99.9	5,907	99.9	99.9	24,825	99.9	99.9
MENTHOL	4,640	2.5	2.5	56	.1	.1	6	.1	.1	8	.1	.1	18	.1	.1
UNKNOWN	492	.3	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
TOTAL:	186,258	100.0	100.0	72,326	100.0	100.0	10,000	100.0	100.0	5,915	100.0	100.0	24,843	100.0	100.0
TAR LEVEL															
FULL FLAVOR	8,630	4.6	5.6	135	.2	.2	32	.3	.3	12	.2	.2	57	.2	.2
LIGHT/FLAVOR LOW TAR	127,725	68.6	83.0	54,990	76.0	76.0	7,577	75.8	75.8	3,128	52.9	52.9	16,921	68.1	68.1
ULTRA/EXTRA/LOW	15,379	8.3	10.0	7,233	10.0	10.0	1,057	10.6	10.6	325	5.5	5.5	1,417	5.7	5.7
UNKNOWN	32,465	17.4	.0	9,924	13.7	13.7	1,331	13.3	13.3	2,447	41.4	41.4	6,433	25.9	25.9
TOTAL:	186,258	100.0	100.0	72,326	100.0	.0	10,000	100.0	.0	5,915	100.0	.0	24,843	100.0	.0
LENGTH															
< 85 S	41	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
KINGS/85 S	84,005	45.1	50.3	32,417	44.8	48.4	4,532	45.3	48.8	2,780	47.0	69.1	10,485	42.2	49.8
LONGS/100 S	81,971	44.0	49.0	34,599	47.8	51.6	4,746	47.5	51.2	1,246	21.1	30.9	10,554	42.5	50.2
EXTRA LONGS/120 S	1,129	.6	.7	6	.0	.0	0	.0	.0	0	.0	.0	1	.0	.0
UNKNOWN	19,112	10.3	.0	5,304	7.3	.0	722	7.2	.0	1,889	31.9	.0	3,803	15.3	.0
TOTAL:	186,258	100.0	100.0	72,326	100.0	100.0	10,000	100.0	100.0	5,915	100.0	100.0	24,843	100.0	100.0
BUY KIND															
PACK	33,341	17.9	20.6	9,306	12.9	14.3	1,230	12.3	13.7	2,967	50.2	70.5	4,216	17.0	21.6
CARTON	78,758	42.3	48.6	35,832	49.5	54.9	4,986	49.9	55.4	699	11.8	16.6	9,225	37.1	47.3
BOTH	49,957	26.8	30.8	20,165	27.9	30.9	2,787	27.9	31.0	541	9.1	12.9	6,072	24.4	31.1
UNKNOWN	24,202	13.0	.0	7,023	9.7	.0	997	10.0	.0	1,708	28.9	.0	5,330	21.5	.0
TOTAL:	186,258	100.0	100.0	72,326	100.0	100.0	10,000	100.0	100.0	5,915	100.0	100.0	24,843	100.0	100.0
MANUFACTURER															
PHILIP MORRIS	167,548	90.0	91.3	72,174	99.8	99.8	9,981	99.8	99.8	5,906	99.8	99.8	24,759	99.7	99.7
BROWN & WILLIAMSON	1,640	.9	.9	15	.0	.0	1	.0	.0	3	.1	.1	13	.1	.1
LORILLARD	2,771	1.5	1.5	26	.0	.0	4	.0	.0	0	.0	.0	11	.0	.0
AMERICAN BRANDS	3,125	1.7	1.7	24	.0	.0	2	.0	.0	0	.0	.0	11	.0	.0
LIGGETT	637	.3	.3	2	.0	.0	1	.0	.0	1	.0	.0	0	.0	.0
R. J. REYNOLDS	7,839	4.2	4.3	79	.1	.1	10	.1	.1	5	.1	.1	43	.2	.2
UNKNOWN	2,698	1.4	.0	6	.0	.0	1	.0	.0	0	.0	.0	6	.0	.0
TOTAL:	186,258	100.0	100.0	72,326	100.0	100.0	10,000	100.0	100.0	5,915	100.0	100.0	24,843	100.0	100.0

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GENDER	TOTAL LESS			CELL 05 LESS			CELL 06 LESS			CELL 07 LESS			CELL 08 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
MALE	69,954	37.6	38.6	3,676	36.8	38.0	2,900	50.6	52.9	2,855	49.9	51.9	10,344	38.0	38.4
FEMALE	111,289	59.7	61.4	5,997	60.0	62.0	2,586	45.1	47.1	2,646	46.2	48.1	16,579	60.9	61.6
UNKNOWN	5,015	2.7	.0	327	3.3	.0	242	4.2	.0	226	3.9	.0	287	1.1	.0
TOTAL:	186,258	100.0	100.0	10,000	100.0	100.0	5,728	100.0	100.0	5,727	100.0	100.0	27,210	100.0	100.0
AGE															
21-24	8,201	4.4	4.5	302	3.0	3.1	873	15.2	15.7	978	17.1	17.5	491	1.8	1.8
25-34	38,047	20.4	20.7	1,974	19.7	20.2	2,693	47.0	48.3	2,598	45.4	46.6	3,720	13.7	13.7
35-44	37,764	20.1	20.3	1,926	19.3	19.7	1,159	20.2	20.8	1,140	19.9	20.5	5,341	19.6	19.7
45-54	37,234	20.0	20.2	1,904	19.0	19.5	501	8.7	9.0	497	8.7	8.9	5,753	21.1	21.2
55-64	28,947	15.5	15.7	1,561	15.6	16.0	206	3.6	3.7	221	3.9	4.0	5,054	18.6	18.6
65+	34,170	18.3	18.6	2,084	20.8	21.4	140	2.4	2.5	139	2.4	2.5	6,794	25.0	25.0
UNKNOWN	2,299	1.2	.0	248	2.5	.0	156	2.7	.0	154	2.7	.0	56	.2	.0
TOTAL:	186,258	100.0	100.0	10,000	100.0	100.0	5,728	100.0	100.0	5,727	100.0	100.0	27,210	100.0	100.0
FLAVOR															
NON-MENTHOL/REGULAR	181,126	97.2	97.5	9,992	99.9	99.9	5,728	100.0	100.0	5,724	99.9	99.9	23,516	86.4	87.6
MENTHOL	4,640	2.5	2.5	8	.1	.1	0	.0	.0	3	.1	.1	3,333	12.2	12.4
UNKNOWN	492	.3	.0	0	.0	.0	0	.0	.0	0	.0	.0	361	1.3	.0
TOTAL:	186,258	100.0	100.0	10,000	100.0	100.0	5,728	100.0	100.0	5,727	100.0	100.0	27,210	100.0	100.0
TAR LEVEL															
FULL FLAVOR	8,630	4.6	5.6	17	.2	.2	2	.0	.0	6	.1	.1	6,134	22.5	22.6
LIGHT/FLAVOR LOW TAR	127,725	68.6	83.0	6,850	68.5	68.5	2,844	49.7	49.7	2,846	49.7	49.7	15,535	57.1	57.2
ULTRA/EXTRA/LOW	15,379	8.3	10.0	559	5.6	5.6	214	3.7	3.7	186	3.2	3.2	2,654	9.8	9.8
UNKNOWN	32,465	17.4	.0	2,566	25.7	25.7	2,665	46.5	46.5	2,686	46.9	46.9	1,453	5.3	5.3
TOTAL:	186,258	100.0	100.0	10,000	100.0	.0	5,728	100.0	.0	5,727	100.0	.0	27,210	100.0	.0
LENGTH															
< 85 S	41	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	33	.1	.1
KINGS/85 S	84,005	45.1	50.3	4,261	42.6	50.2	3,253	56.8	73.9	3,233	56.5	73.7	12,301	45.2	46.1
LONGS/100 S	81,971	44.0	49.0	4,226	42.3	49.8	1,148	20.0	26.1	1,154	20.2	26.3	13,522	49.7	50.7
EXTRA LONGS/120 S	1,129	.6	.7	0	.0	.0	0	.0	.0	0	.0	.0	824	3.0	3.1
UNKNOWN	19,112	10.3	.0	1,513	15.1	.0	1,327	23.2	.0	1,340	23.4	.0	530	1.9	.0
TOTAL:	186,258	100.0	100.0	10,000	100.0	100.0	5,728	100.0	100.0	5,727	100.0	100.0	27,210	100.0	100.0
BUY KIND															
PACK	33,341	17.9	20.6	1,718	17.2	21.9	2,955	51.6	65.9	2,920	51.0	65.4	3,743	13.8	14.1
CARTON	78,758	42.3	48.6	3,684	36.8	46.9	742	13.0	16.5	733	12.8	16.4	13,211	48.6	49.7
BOTH	49,957	26.8	30.8	2,454	24.5	31.2	788	13.8	17.6	811	14.2	18.2	9,648	35.5	36.3
UNKNOWN	24,202	13.0	.0	2,144	21.4	.0	1,243	21.7	.0	1,263	22.1	.0	608	2.2	.0
TOTAL:	186,258	100.0	100.0	10,000	100.0	100.0	5,728	100.0	100.0	5,727	100.0	100.0	27,210	100.0	100.0
MANUFACTURER															
PHILIP MORRIS	167,548	90.0	91.3	9,969	99.7	99.7	5,723	99.9	100.0	5,718	99.8	99.8	13,667	50.2	54.2
BROWN & WILLIAMSON	1,640	.9	.9	2	.0	.0	0	.0	.0	1	.0	.0	1,163	4.3	4.6
LORILLARD	2,771	1.5	1.5	4	.0	.0	0	.0	.0	2	.0	.0	2,006	7.4	8.0
AMERICAN BRANDS	3,125	1.7	1.7	6	.1	.1	1	.0	.0	3	.1	.1	2,284	8.4	9.1
LIGGETT	637	.3	.3	1	.0	.0	0	.0	.0	0	.0	.0	475	1.7	1.9
R. J. REYNOLDS	7,839	4.2	4.3	17	.2	.2	1	.0	.0	3	.1	.1	5,613	20.6	22.3
UNKNOWN	2,698	1.4	.0	1	.0	.0	3	.1	.0	0	.0	.0	2,002	7.4	.0
TOTAL:	186,258	100.0	100.0	10,000	100.0	100.0	5,728	100.0	100.0	5,727	100.0	100.0	27,210	100.0	100.0

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GENDER	TOTAL LESS			CELL 09 LESS			CELL 10 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
MALE	69,954	37.6	38.6	3,713	38.6	39.0	5,744	38.6	40.2
FEMALE	111,289	59.7	61.4	5,799	60.3	61.0	8,562	57.5	59.8
UNKNOWN	5,015	2.7	.0	99	1.0	.0	592	4.0	.0
TOTAL:	186,258	100.0	100.0	9,611	100.0	100.0	14,898	100.0	100.0
AGE									
21-24	8,201	4.4	4.5	153	1.6	1.6	548	3.7	3.9
25-34	38,047	20.4	20.7	1,237	12.9	12.9	3,434	23.1	24.3
35-44	37,364	20.1	20.3	1,897	19.7	19.8	2,934	19.7	20.7
45-54	37,233	20.0	20.2	2,007	20.9	20.9	2,570	17.3	18.2
55-64	28,937	15.5	15.7	1,853	19.3	19.3	2,114	14.2	14.9
65+	34,170	18.3	18.6	2,447	25.5	25.5	2,543	17.1	18.0
UNKNOWN	2,299	1.2	.0	17	.2	.0	754	5.1	.0
TOTAL:	186,258	100.0	100.0	9,611	100.0	100.0	14,898	100.0	100.0
FLAVOR									
NON-MENTHOL/REGULAR	181,126	97.2	97.5	8,284	86.2	87.4	14,886	99.9	99.9
MENTHOL	4,640	2.5	2.5	1,196	12.4	12.6	12	.1	.1
UNKNOWN	492	.3	.0	131	1.4	.0	0	.0	.0
TOTAL:	186,258	100.0	100.0	9,611	100.0	100.0	14,898	100.0	100.0
TAR LEVEL									
FULL FLAVOR	8,630	4.6	5.6	2,199	22.9	22.9	36	.2	.2
LIGHT/FLAVOR LOW TAR	127,725	68.6	85.0	5,426	56.5	56.5	11,608	77.9	77.9
ULTRA/EXTRA/LOW	15,379	8.3	10.0	959	10.0	10.0	775	5.2	5.2
UNKNOWN	32,465	17.4	.0	483	5.0	5.0	2,477	16.6	16.6
TOTAL:	186,258	100.0	100.0	9,611	100.0	.0	14,898	100.0	.0
LENGTH									
< 85 S	41	.0	.0	8	.1	.1	0	.0	.0
KINGS/85 S	84,005	45.1	50.3	4,362	45.4	46.3	6,381	42.8	51.5
LONGS/100 S	81,971	44.0	49.0	4,759	49.5	50.5	6,017	40.4	48.5
EXTRA LONGS/120 S	1,129	.6	.7	295	3.1	3.1	3	.0	.0
UNKNOWN	19,112	10.3	.0	187	1.9	.0	2,497	16.8	.0
TOTAL:	186,258	100.0	100.0	9,611	100.0	100.0	14,898	100.0	100.0
BUY KIND									
PACK	33,341	17.9	20.6	1,337	13.9	14.2	2,949	19.8	26.3
CARTON	78,758	42.3	48.6	4,658	48.5	49.5	4,988	33.5	44.4
BOTH	49,957	26.8	30.8	3,406	35.4	36.2	3,285	22.0	29.3
UNKNOWN	24,202	13.0	.0	210	2.2	.0	3,676	24.7	.0
TOTAL:	186,258	100.0	100.0	9,611	100.0	100.0	14,898	100.0	100.0
MANUFACTURER									
PHILIP MORRIS	167,548	90.0	91.3	4,798	49.9	53.7	14,853	99.7	99.7
BROWN & WILLIAMSON	1,640	.9	.9	440	4.6	4.9	2	.0	.0
LORILLARD	2,771	1.5	1.5	707	7.4	7.9	11	.1	.1
AMERICAN BRANDS	3,125	1.7	1.7	788	8.2	8.8	6	.0	.0
LIGGETT	637	.3	.3	156	1.6	1.7	1	.0	.0
R. J. REYNOLDS	7,839	4.2	4.3	2,046	21.3	22.9	22	.1	.1
UNKNOWN	2,698	1.4	.0	676	7.0	.0	3	.0	.0
TOTAL:	186,258	100.0	100.0	9,611	100.0	100.0	14,898	100.0	100.0

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BRANDS	TOTAL LESS			CELL 01 LESS			CELL 02 LESS			CELL 03 LESS			CELL 04 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
UNKNOWN	3,074	1.7	1.7	12	.0	.0	1	.0	.0	1	.0	.0	7	.0	.0
ALPINE ***	92	.0	.1							2	.0	.0			
BENSON & HEDGES	1,503	.8	.8	32	.0	.0	4	.0	.0	4	.1	.1	13	.1	.1
CAMBRIDGE ***	514	.3	.3	12	.0	.0							11	.0	.0
MARLBORO	11,379	6.1	6.2	1,185	1.6	1.6	169	1.7	1.7	117	2.0	2.0	254	1.0	1.0
MERIT	1,817	1.0	1.0	37	.1	.1	5	.1	.1	5	.1	.1	17	.1	.1
MULTIFILTER	4	.0	.0												
PLAYERS BLACK	11	.0	.0												
PLAYERS LIGHT 25S **	12	.0	.0	1	.0	.0	1	.0	.0						
PARLIAMENT LIGHTS	149,612	80.3	81.7	70,866	98.0	98.0	9,799	98.0	98.0	5,777	97.7	97.7	24,451	98.4	98.4
CARTIER	1	.0	.0												
NEXT	3	.0	.0												
SARATOGA	36	.0	.0	1	.0	.0									
VIRGINIA SLIMS	1,260	.7	.7	21	.0	.0	1	.0	.0	1	.0	.0	7	.0	.0
BUCKS ***	6	.0	.0												
PM BLUES	5	.0	.0												
PM/PM COMMANDER	11	.0	.0												
PHILIP MORRIS INT'L	17	.0	.0												
VS SUPERSLIMS	39	.0	.0												
BRISTOL ***	5	.0	.0												
CARLTON	884	.5	.5	6	.0	.0	1	.0	.0				3	.0	.0
LUCKY STRIKE ***	125	.1	.1	1	.0	.0							1	.0	.0
PALL MALL	727	.4	.4	3	.0	.0							1	.0	.0
SILVA THINS	20	.0	.0												
TALL	20	.0	.0												
TAREYTON	271	.1	.1										1	.0	.0
MALIBU ***	40	.0	.0	1	.0	.0									
CARLTON SLIMS	6	.0	.0												
AMERICAN LIGHTS ***	28	.0	.0												
CAPRI	266	.1	.1	2	.0	.0							3	.0	.0
BARCLAY	77	.0	.0												
BELAIR	66	.0	.0												
KIM SLIMS 25'S ***	1	.0	.0												
ELI CUTTER	1	.0	.0												
KOOL	498	.3	.3	9	.0	.0				2	.0	.0	7	.0	.0
RALEIGH	136	.1	.1												
RICHLAND 25'S ***	11	.0	.0												
ST. JAMES COURT	1	.0	.0												
VICEROY ***	251	.1	.1				1	.0	.0				1	.0	.0
FALCON LIGHTS	2	.0	.0												
CHESTERFIELD	91	.0	.0	1	.0	.0	1	.0	.0						
DORADO	5	.0	.0												
EVE	213	.1	.1												
LARK	106	.1	.1							1	.0	.0			
PYRAMID ***	95	.1	.1	1	.0	.0									
L & M	129	.1	.1												
ST. MORITZ	2	.0	.0												
MONTCLAIR ***	522	.3	.3	4	.0	.0	1	.0	.0				4	.0	.0
KENT GOLDEN LIGHTS	61	.0	.0												
KENT	1,064	.6	.6	4	.0	.0	3	.0	.0				3	.0	.0

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BRANDS	TOTAL LESS			CELL 01 LESS			CELL 02 LESS			CELL 03 LESS			CELL 04 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
MAX	30	.0	.0												
NEWPORT	543	.3	.3	14	.0	.0	1	.0	.0				2	.0	.0
OLD GOLD	62	.0	.0	1	.0	.0							1	.0	.0
SATIN	21	.0	.0										1	.0	.0
TRIUMPH	9	.0	.0												
TRUE	779	.4	.4	4	.0	.0							4	.0	.0
KENT III	131	.1	.1	1	.0	.0									
B&H DE-NIC	47	.0	.0												
NEWPORT STRIPES	8	.0	.0												
HARLEY DAVIDSON***	7	.0	.0	2	.0	.0									
MISTY SLIMS ***	395	.2	.2	9	.0	.0							1	.0	.0
BULL DURHAM ***	2	.0	.0												
MERIT ULTIMA	54	.0	.0	1	.0	.0							1	.0	.0
ASTOR ##	2	.0	.0												
BRIGHT	4	.0	.0												
CAMEL	1,013	.5	.6	16	.0	.0	4	.0	.0	4	.1	.1	12	.0	.0
CENTURY 25'S ***	87	.0	.0										1	.0	.0
DORAL ***	1,142	.6	.6	5	.0	.0	2	.0	.0				7	.0	.0
MORE	457	.2	.2	1	.0	.0							1	.0	.0
NOW	407	.2	.2	3	.0	.0	1	.0	.0						
RITZ	3	.0	.0												
SALEM	992	.5	.5	15	.0	.0	1	.0	.0				4	.0	.0
STERLING ***	42	.0	.0												
VANTAGE	795	.4	.4	5	.0	.0							3	.0	.0
WINSTON	2,676	1.4	1.5	31	.0	.0	2	.0	.0	1	.0	.0	14	.1	.1
MAGNA ***	11	.0	.0												
DUNHILL PM/INT'L	11	.0	.0												
ROTHMANN'S	2	.0	.0	1	.0	.0									
CHELSEA	2	.0	.0												
CLASS A ##	5	.0	.0												
BRONSON ##	9	.0	.0												
EXPORT A	2	.0	.0												
BASIC ##	1,087	.6	.6	17	.0	.0	2	.0	.0				5	.0	.0
COINS ##	1	.0	.0												
COST CUTTERS ##	2	.0	.0												
DELTA ##	1	.0	.0												
PRICE BREAKER ##	10	.0	.0												
QUALITY ##	2	.0	.0												
YOURS ##	11	.0	.0												
WORTH ##	1	.0	.0												
GENERIC/STORE ##	273	.1	.1	1	.0	.0							2	.0	.0
UNKNOWN	3,074	100.0	100.0	12	100.0	100.0	1	100.0	100.0	1	100.0	100.0	7	100.0	100.0
TOTAL:	186,258	100.0	100.0	72,326	100.0	100.0	10,000	100.0	100.0	5,915	100.0	100.0	24,843	100.0	100.0

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BRANDS	TOTAL LESS			CELL 05 LESS			CELL 06 LESS			CELL 07 IFSS			CELL 08 LESS		
	NUMBER	%	UNKN	NUMBER	%	UNKN	NUMBER	%	UNKN	NUMBER	%	UNKN	NUMBER	%	UNKN
UNKNOWN	3,074	1.7	1.7	4	.0	.0	2	.0	.0	1	.0	.0	2,235	8.2	8.2
ALPINE ***	92	.0	.1										63	.2	.2
BENSON & HEDGES	1,503	.8	.8	6	.1	.1	1	.0	.0				1,052	3.9	3.9
CAMBRIDGE ***	514	.3	.3	5	.1	.1							367	1.3	1.3
MARLBORO	11,379	6.1	6.2	111	1.1	1.1	90	1.6	1.6	88	1.5	1.5	6,758	24.8	24.8
MERIT	1,817	1.0	1.0	7	.1	.1							1,297	4.8	4.8
MULTIFILTER	4	.0	.0										3	.0	.0
PLAYERS BLACK	11	.0	.0										9	.0	.0
PLAYERS LIGHT 25S **	12	.0	.0										6	.0	.0
PARLIAMENT LIGHTS	149,612	80.3	81.7	9,837	98.4	98.4	5,631	98.3	98.3	5,630	98.3	98.3	2,215	8.1	8.1
CARTIER	1	.0	.0										1	.0	.0
NEXT	3	.0	.0										24	.1	.1
SARATOGA	36	.0	.0										937	3.4	3.4
VIRGINIA SLIMS	1,260	.7	.7	1	.0	.0	1	.0	.0				4	.0	.0
BUCKS ***	6	.0	.0										5	.0	.0
PM BLUES	5	.0	.0										10	.0	.0
PM/PM COMMANDER	11	.0	.0										12	.0	.0
PHILIP MORRIS INT'L	17	.0	.0										28	.1	.1
VS SUPERSLIMS	39	.0	.0										4	.0	.0
BRISTOL ***	5	.0	.0										656	2.4	2.4
CARLTON	884	.5	.5	1	.0	.0				1	.0	.0	91	.3	.3
LUCKY STRIKE ***	125	.1	.1										515	1.9	1.9
PALL MALL	727	.4	.4	3	.0	.0				1	.0	.0	18	.1	.1
SILVA THINS	20	.0	.0										16	.1	.1
TALL	20	.0	.0										204	.7	.7
TAREYTON	271	.1	.1										36	.1	.1
MALIBU ***	40	.0	.0										4	.0	.0
CARLTON SLIMS	6	.0	.0										20	.1	.1
AMERICAN LIGHTS ***	28	.0	.0										186	.7	.7
CAPRI	266	.1	.1										58	.2	.2
BARCLAY	77	.0	.0										51	.2	.2
BELAIR	66	.0	.0										1	.0	.0
KIM SLIMS 25'S ***	1	.0	.0										1	.0	.0
ELI CUTTER	1	.0	.0										337	1.2	1.2
KOOL	498	.3	.3	1	.0	.0				1	.0	.0	99	.4	.4
RALEIGH	136	.1	.1										9	.0	.0
RICHLAND 25'S ***	11	.0	.0										179	.7	.7
ST. JAMES COURT	1	.0	.0										2	.0	.0
VICEROY ***	251	.1	.1										65	.2	.2
FALCON LIGHTS	2	.0	.0										3	.0	.0
CHESTERFIELD	91	.0	.0										157	.6	.6
DORADO	5	.0	.0										77	.3	.3
EVE	213	.1	.1	1	.0	.0							71	.3	.3
LARK	106	.1	.1										103	.4	.4
PYRAMID ***	95	.1	.1										1	.0	.0
L & M	129	.1	.1										378	1.4	1.4
ST. MORITZ	2	.0	.0										41	.2	.2
MONTCLAIR ***	522	.3	.3	1	.0	.0	1	.0	.0	1	.0	.0	761	2.8	2.8
KENT GOLDEN LIGHTS	61	.0	.0												
KENT	1,064	.6	.6	1	.0	.0									

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BRANDS	TOTAL LESS			CELL 05 LESS			CELL 06 LESS			CELL 07 LESS			CELL 08 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
MAX	30	.0	.0										23	.1	.1
NEWPORT	543	.3	.3	3	.0	.0				2	.0	.0	419	1.5	1.5
OLD GOLD	62	.0	.0										42	.2	.2
SATIN	21	.0	.0										13	.0	.0
TRIUMPH	9	.0	.0										7	.0	.0
TRUE	779	.4	.4										561	2.1	2.1
KENT III	131	.1	.1										98	.4	.4
B&H DE-NIC	47	.0	.0										41	.2	.2
NEWPORT STRIPES	8	.0	.0										5	.0	.0
HARLEY DAVIDSON***	7	.0	.0										5	.0	.0
MISTY SLIMS ***	395	.2	.2										288	1.1	1.1
BULL DURHAM ***	2	.0	.0										1	.0	.0
MERIT ULTIMA	54	.0	.0										38	.1	.1
ASTOR ##	2	.0	.0										1	.0	.0
BRIGHT	4	.0	.0										2	.0	.0
CAMEL	1,013	.5	.6	3	.0	.0				1	.0	.0	739	2.7	2.7
CENTURY 25'S ***	87	.0	.0										63	.2	.2
DORAL ***	1,142	.6	.6	5	.1	.1							828	3.0	3.0
MORE	457	.2	.2										331	1.2	1.2
NOW	407	.2	.2	1	.0	.0							279	1.0	1.0
RITZ	3	.0	.0												
SALEM	992	.5	.5	2	.0	.0							684	2.5	2.5
STERLING ***	42	.0	.0										26	.1	.1
VANTAGE	795	.4	.4										579	2.1	2.1
WINSTON	2,676	1.4	1.5	5	.1	.1	1	.0	.0	1	.0	.0	1,928	7.1	7.1
MAGNA ***	11	.0	.0										8	.0	.0
DUNHILL PM/INT'L	11	.0	.0										11	.0	.0
ROTHMANN'S	2	.0	.0										1	.0	.0
CHELSEA	2	.0	.0										2	.0	.0
CLASS A ##	5	.0	.0										3	.0	.0
BRONSON ##	9	.0	.0										6	.0	.0
EXPORT A	2	.0	.0										1	.0	.0
BASIC ##	1,087	.6	.6	2	.0	.0							776	2.9	2.9
COINS ##	1	.0	.0										1	.0	.0
COST CUTTERS ##	2	.0	.0										2	.0	.0
DELTA ##	1	.0	.0										1	.0	.0
PRICE BREAKER ##	10	.0	.0										6	.0	.0
QUALITY ##	2	.0	.0										1	.0	.0
YOURS ##	11	.0	.0										10	.0	.0
WORTH ##	1	.0	.0										1	.0	.0
GENERIC/STORE ##	273	.1	.1				1	.0	.0				214	.8	.8
UNKNOWN	3,074	100.0	100.0	4	100.0	100.0	2	100.0	100.0	1	100.0	100.0	2,235	100.0	100.0
TOTAL:	186,258	100.0	100.0	10,000	100.0	100.0	5,728	100.0	100.0	5,727	100.0	100.0	27,210	100.0	100.0

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BRANDS	TOTAL LESS			CELL 09 LESS			CELL 10 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
UNKNOWN	3,074	1.7	1.7	809	8.4	9.2	2	.0	.0
ALPINE ***	92	.0	.1	27	.3	.3			
BENSON & HEDGES	1,503	.8	.8	389	4.0	4.4	2	.0	.0
CAMBRIDGE ***	514	.3	.3	115	1.2	1.3	4	.0	.0
MARLBORO	11,379	6.1	6.2	2,415	25.1	27.4	192	1.3	1.3
MERIT	1,817	1.0	1.0	444	4.6	5.0	5	.0	.0
MULTIFILTER	4	.0	.0	1	.0	.0			
PLAYERS BLACK	11	.0	.0	2	.0	.0			
PLAYERS LIGHT 25S **	12	.0	.0	4	.0	.0			
PARLIAMENT LIGHTS	149,612	80.3	81.7	760	7.9	8.6	14,646	98.3	98.3
CARTIER	1	.0	.0	1	.0	.0			
NEXT	3	.0	.0	2	.0	.0			
SARATOGA	36	.0	.0	11	.1	.1			
VIRGINIA SLIMS	1,260	.7	.7	294	3.1	3.3	2	.0	.0
BUCKS ***	6	.0	.0	2	.0	.0			
PM BLUES	5	.0	.0						
PM/PM COMMANDER	11	.0	.0	1	.0	.0			
PHILIP MORRIS INT'L	17	.0	.0	5	.1	.1			
VS SUPERSLIMS	39	.0	.0	11	.1	.1			
BRISTOL ***	5	.0	.0	1	.0	.0			
CARLTON	884	.5	.5	216	2.2	2.5			
LUCKY STRIKE ***	125	.1	.1	32	.3	.4			
PALL MALL	727	.4	.4	203	2.1	2.3	1	.0	.0
SILVA THINS	20	.0	.0	2	.0	.0			
TALL	20	.0	.0	4	.0	.0			
TAREYTON	271	.1	.1	66	.7	.7			
MALIBU ***	40	.0	.0	2	.0	.0	1	.0	.0
CARLTON SLIMS	6	.0	.0	2	.0	.0			
AMERICAN LIGHTS ***	28	.0	.0	8	.1	.1			
CAPRI	266	.1	.1	75	.8	.9			
BARCLAY	77	.0	.0	18	.2	.2	1	.0	.0
BELAIR	66	.0	.0	15	.2	.2			
KIM SLIMS 25'S ***	1	.0	.0						
ELI CUTTER	1	.0	.0						
KOOL	498	.3	.3	140	1.5	1.6	1	.0	.0
RALEIGH	136	.1	.1	37	.4	.4			
RICHLAND 25'S ***	11	.0	.0	2	.0	.0			
ST. JAMES COURT	1	.0	.0	1	.0	.0			
VICEROY ***	251	.1	.1	70	.7	.8			
FALCON LIGHTS	2	.0	.0						
CHESTERFIELD	91	.0	.0	24	.2	.3			
DORADO	5	.0	.0	2	.0	.0			
EVE	213	.1	.1	55	.6	.6			
LARK	106	.1	.1	28	.3	.3			
PYRAMID ***	95	.1	.1	23	.2	.3			
L & M	129	.1	.1	25	.3	.3	1	.0	.0
ST. MORITZ	2	.0	.0	1	.0	.0			
MONTCLAIR ***	522	.3	.3	130	1.4	1.5	2	.0	.0
KENT GOLDEN LIGHTS	61	.0	.0	20	.2	.2			
KENT	1,064	.6	.6	289	3.0	3.3	3	.0	.0

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	TOTAL LESS			CELL 09 LESS			CELL 10 LESS		
BRANDS	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
MAX	30	.0	.0	7	.1	.1			
NEWPORT	543	.3	.3	98	1.0	1.1	4	.0	.0
OLD GOLD	62	.0	.0	18	.2	.2			
SATIN	21	.0	.0	7	.1	.1			
TRIUMPH	9	.0	.0	1	.0	.0	1	.0	.0
TRUE	779	.4	.4	207	2.2	2.4	3	.0	.0
KENT III	131	.1	.1	32	.3	.4			
B&H DE-NIC	47	.0	.0	6	.1	.1			
NEWPORT STRIPES	8	.0	.0	3	.0	.0			
HARLEY DAVIDSON***	7	.0	.0						
MISTY SLIMS ***	395	.2	.2	95	1.0	1.1	2	.0	.0
BULL DURHAM ***	2	.0	.0	1	.0	.0			
MERIT ULTIMA	54	.0	.0	14	.1	.2			
ASTOR ##	2	.0	.0	1	.0	.0			
BRIGHT	4	.0	.0	2	.0	.0			
CAMEL	1,013	.5	.6	231	2.4	2.6	3	.0	.0
CENTURY 25'S ***	87	.0	.0	23	.2	.3			
DORAL ***	1,142	.6	.6	291	3.0	3.3	4	.0	.0
MORE	457	.2	.2	121	1.3	1.4	3	.0	.0
NOW	407	.2	.2	123	1.3	1.4			
RITZ	3	.0	.0	3	.0	.0			
SALEM	992	.5	.5	280	2.9	3.2	6	.0	.0
STERLING ***	42	.0	.0	16	.2	.2			
VANTAGE	795	.4	.4	208	2.2	2.4			
WINSTON	2,676	1.4	1.5	687	7.1	7.8	6	.0	.0
MAGNA ***	11	.0	.0	3	.0	.0			
DUNHILL PM/INT'L	11	.0	.0						
ROTHMANN'S	2	.0	.0						
CHELSEA	2	.0	.0						
CLASS A ##	5	.0	.0	2	.0	.0			
BRONSON ##	9	.0	.0	3	.0	.0			
EXPORT A	2	.0	.0	1	.0	.0			
BASIC ##	1,087	.6	.6	283	2.9	3.2	2	.0	.0
COINS ##	1	.0	.0						
COST CUTTERS ##	2	.0	.0						
DELTA ##	1	.0	.0						
PRICE BREAKER ##	10	.0	.0	4	.0	.0			
QUALITY ##	2	.0	.0	1	.0	.0			
YOURS ##	11	.0	.0	1	.0	.0			
WORTH ##	1	.0	.0						
GENERIC/STORE ##	273	.1	.1	54	.6	.6	1	.0	.0
UNKNOWN	3,074	100.0	100.0	809	100.0	100.0	2	100.0	100.0
TOTAL:	186,258	100.0	100.0	9,611	100.0	100.0	14,898	100.0	100.0

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	TOTAL LESS			CELL 01 LESS			CELL 02 LESS			CELL 03 LESS			CELL 04 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
PREVIOUS BRAND	12,568	8.5	9.7	5,880	9.8	11.8	755	9.1	11.0	189	5.6	5.7	1,092	6.2	6.2
NONE/SAME PREVIOUS	27	.0	.0	8	.0	.0				1	.0	.0	1	.0	.0
CAMEL WIDES	42	.0	.0	6	.0	.0	1	.0	.0				9	.1	.1
STYLE***	61	.0	.0	13	.0	.0	6	.1	.1				8	.0	.0
PRIVATE STOCK##	3	.0	.0										2	.0	.0
RIVIERA***	26	.0	.0	3	.0	.0	1	.0	.0				5	.0	.0
PRIME##	8	.0	.0	1	.0	.0	1	.0	.0				3	.0	.0
RALEIGH EXTRA##	322	.2	.2	63	.1	.1	4	.0	.1	7	.2	.2	42	.2	.2
GPC##	11	.0	.0										2	.0	.0
RICHLAND 20'S***	27	.0	.0	7	.0	.0	2	.0	.0				4	.0	.0
BEST BUY##	7	.0	.0										2	.0	.0
PREMIUM BUY##	1	.0	.0	1	.0	.0									
HERITAGE***	33	.0	.0	8	.0	.0	1	.0	.0				5	.0	.0
BEST VALUE##	182	.1	.1	37	.1	.1	5	.1	.1				28	.2	.2
MONARCH##	1	.0	.0												
DAKOTA	18,620	12.6	14.4	10,217	17.0	20.5	1,450	17.4	21.1	51	1.5	1.5	1,983	11.3	11.3
UNKNOWN	257	.2	.2	74	.1	.1	12	.1	.2	3	.1	.1	34	.2	.2
ALPINE ***	6,793	4.6	5.3	2,964	4.9	5.9	399	4.8	5.8	85	2.5	2.6	1,107	6.3	6.3
BENSON & HEDGES	614	.4	.5	124	.2	.2	14	.2	.2	2	.1	.1	84	.5	.5
CAMBRIDGE ***	38,900	26.4	30.2	17,205	28.6	34.5	2,376	28.6	34.6	2,006	59.4	60.3	4,687	26.6	26.6
MARLBORO	4,799	3.3	3.7	1,313	2.2	2.6	195	2.3	2.8	83	2.5	2.5	1,066	6.1	6.1
MERIT	38	.0	.0	21	.0	.0	4	.0	.1	1	.0	.0	2	.0	.0
MULTIFILTER	97	.1	.1	33	.1	.1	3	.0	.0	1	.0	.0	11	.1	.1
PLAYERS BLACK	50	.0	.0	16	.0	.0	2	.0	.0				5	.0	.0
PLAYERS LIGHT 25S **	9,409	6.4	7.3	1,159	1.9	2.3	158	1.9	2.3	106	3.1	3.2	247	1.4	1.4
PARLIAMENT LIGHTS	10	.0	.0	7	.0	.0							1	.0	.0
CARTIER	12	.0	.0	6	.0	.0							2	.0	.0
NEXT	88	.1	.1	28	.0	.1	1	.0	.0	2	.1	.1	14	.1	.1
SARATOGA	2,627	1.8	2.0	858	1.4	1.7	134	1.6	2.0	53	1.6	1.6	390	2.2	2.2
VIRGINIA SLIMS	39	.0	.0	7	.0	.0	3	.0	.0				5	.0	.0
BUCKS ***	9	.0	.0	3	.0	.0				1	.0	.0			
PM BLUES	280	.2	.2	184	.3	.4	28	.3	.4	1	.0	.0	19	.1	.1
PM/PM COMMANDER	721	.1	.2	128	.2	.3	15	.2	.2	2	.1	.1	13	.1	.1
PHILIP MORRIS INT'L	231	.2	.2	128	.2	.3	18	.2	.3	5	.1	.2	18	.1	.1
VS SUPERSLIMS	35	.0	.0	10	.0	.0							5	.0	.0
BRISTOL ***	1,183	.8	.9	392	.7	.8	37	.4	.5	15	.4	.5	189	1.1	1.1
CARLTON	1,899	1.3	1.5	983	1.6	2.0	154	1.9	2.2	9	.3	.3	186	1.1	1.1
LUCKY STRIKE ***	3,497	2.4	2.7	1,677	2.8	3.4	212	2.6	3.1	23	.7	.7	364	2.1	2.1
PALL MALL	61	.0	.0	22	.0	.0	3	.0	.0	3	.1	.1	4	.0	.0
SILVA THINS	31	.0	.0	9	.0	.0	1	.0	.0				2	.0	.0
TALL	1,091	.7	.8	551	.9	1.1	88	1.1	1.3	10	.3	.3	106	.6	.6
TAREYTON	104	.1	.1	27	.0	.1	2	.0	.0				17	.1	.1
MALIBU ***	17	.0	.0	4	.0	.0	1	.0	.0				4	.0	.0
CARLTON SLIMS	31	.0	.0	3	.0	.0	1	.0	.0				9	.1	.1
AMERICAN LIGHTS ***	348	.2	.3	102	.2	.2	8	.1	.1	10	.3	.3	58	.3	.3
CAPRI	149	.1	.1	47	.1	.1	6	.1	.1	2	.1	.1	24	.1	.1
BARCLAY	219	.1	.2	79	.1	.2	7	.1	.1	6	.2	.2	25	.1	.1
BELAIR	3	.0	.0	1	.0	.0	1	.0	.0				1	.0	.0
KIM SLIMS 25'S ***	2	.0	.0												
ELI CUTTER	1,837	1.2	1.4	616	1.0	1.2	92	1.1	1.3	37	1.1	1.1	227	1.3	1.3
KOOL															

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PREVIOUS BRAND	TOTAL LESS			CELL 01 LESS			CELL 02 LESS			CELL 03 LESS			CELL 04 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
RALEIGH	563	.4	.4	187	.5	.4	30	.4	.4	3	.1	.1	72	.4	.4
RICHLAND 25'S ***	35	.0	.0										6	.0	.0
ST. JAMES COURT	2	.0	.0	2	.0	.0									
VICEROY ***	1,410	1.0	1.1	690	1.1	1.4	89	1.1	1.3	6	.2	.2	164	.9	.9
FALCON LIGHTS	16	.0	.0	5	.0	.0							4	.0	.0
CHESTERFIELD	1,085	.7	.8	591	1.0	1.2	70	.8	1.0	6	.2	.2	119	.7	.7
DORADO	25	.0	.0	3	.0	.0	1	.0	.0				4	.0	.0
EVE	297	.2	.2	83	.1	.2	7	.1	.1	2	.1	.1	42	.2	.2
LARK	523	.4	.4	261	.4	.5	38	.5	.6	3	.1	.1	57	.3	.3
PYRAMID ***	165	.1	.1	26	.0	.1	5	.1	.1				30	.2	.2
STRIDE***	3	.0	.0	1	.0	.0									
L & M	915	.6	.7	480	.8	1.0	62	.7	.9	5	.1	.2	99	.6	.6
ST. MORITZ	7	.0	.0	4	.0	.0									
MONTCLAIR ***	620	.4	.5	123	.2	.2	17	.2	.2	4	.1	.1	100	.6	.6
KENT GOLDEN LIGHTS	154	.1	.1	23	.0	.0	3	.0	.0	2	.1	.1	28	.2	.2
KENT	5,267	3.6	4.1	2,531	4.2	5.1	354	4.3	5.2	69	2.0	2.1	576	3.3	3.3
MAX	63	.0	.0	15	.0	.0	2	.0	.0				9	.1	.1
NEWPORT	2,555	1.7	2.0	830	1.4	1.7	107	1.3	1.6	159	4.7	4.8	312	1.8	1.8
OLD GOLD	453	.3	.4	225	.4	.5	29	.3	.4	6	.2	.2	41	.2	.2
SATIN	60	.0	.0	20	.0	.0	1	.0	.0				13	.1	.1
SPRING	10	.0	.0	6	.0	.0	1	.0	.0						
TRIUMPH	18	.0	.0	7	.0	.0							2	.0	.0
TRUE	1,671	1.1	1.3	618	1.0	1.2	92	1.1	1.3	23	.7	.7	242	1.4	1.4
KENT III	258	.2	.2	65	.1	.1	9	.1	.1	1	.0	.0	34	.2	.2
B&H DE-NIC	64	.0	.0	13	.0	.0	1	.0	.0	2	.1	.1	6	.0	.0
NEWPORT STRIPES	41	.0	.0	7	.0	.0	5	.1	.1	13	.4	.4	2	.0	.0
HARLEY DAVIDSON***	5	.0	.0	3	.0	.0									
MISTY SLIMS ***	383	.3	.3	92	.2	.2	9	.1	.1				70	.4	.4
BULL DURHAM ***	5	.0	.0	1	.0	.0							1	.0	.0
MERIT ULTIMA	36	.0	.0	5	.0	.0	1	.0	.0				4	.0	.0
ASTOR ##	7	.0	.0	4	.0	.0							2	.0	.0
BRIGHT	13	.0	.0	3	.0	.0	1	.0	.0						
CAMEL	4,524	3.1	3.5	1,591	2.6	3.2	216	2.6	3.1	150	4.4	4.5	572	3.2	3.2
CENTURY 25'S ***	174	.1	.1	13	.0	.0	3	.0	.0	1	.0	.0	45	.3	.3
DORAL ***	1,407	1.0	1.1	337	.6	.7	55	.7	.8	4	.1	.1	262	1.5	1.5
MORE	647	.4	.5	172	.3	.3	28	.3	.4	11	.3	.3	111	.6	.6
NOW	599	.4	.5	143	.2	.3	26	.3	.4	1	.0	.0	105	.6	.6
RITZ	19	.0	.0	7	.0	.0							3	.0	.0
SALEM	3,166	2.1	2.5	1,106	1.8	2.2	171	2.1	2.5	48	1.4	1.4	469	2.7	2.7
STERLING ***	81	.1	.1	13	.0	.0							13	.1	.1
VANTAGE	1,627	1.1	1.3	498	.8	1.0	74	.9	1.1	7	.2	.2	256	1.5	1.5
WINSTON	10,179	6.9	7.9	4,005	6.7	8.0	563	6.8	8.2	117	3.5	3.5	1,363	7.7	7.7
MAGNA ***	39	.0	.0	7	.0	.0							4	.0	.0
DUNHILL PM/INT'L	56	.0	.0	24	.0	.0	5	.1	.1	2	.1	.1	4	.0	.0
MILD SEVEN	11	.0	.0	4	.0	.0				5	.1	.2			
ROTHMANN'S	25	.0	.0	13	.0	.0	1	.0	.0	2	.1	.1	2	.0	.0
CHELSEA	10	.0	.0	4	.0	.0	1	.0	.0				1	.0	.0
CLASS A ##	8	.0	.0										3	.0	.0
BRONSON ##	6	.0	.0				2	.0	.0				2	.0	.0
EXPORT A	2	.0	.0				1	.0	.0						

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	TOTAL LESS			CELL 01 LESS			CELL 02 LESS			CELL 03 LESS			CELL 04 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
PREVIOUS BRAND															
BASIC ##	860	.6	.7	151	.3	.3	25	.3	.4	7	.2	.2	151	.9	.9
COINS ##	1	.0	.0												
COST CUTTERS ##	1	.0	.0												
DELTA ##	2	.0	.0	1	.0	.0						1	.0	.0	
PRICE BREAKER ##	8	.0	.0									4	.0	.0	
QUALITY ##	8	.0	.0	1	.0	.0						2	.0	.0	
SCOTCH BUY ##	3	.0	.0	1	.0	.0									
YOURS ##	15	.0	.0	3	.0	.0						3	.0	.0	
WORTH ##	4	.0	.0									1	.0	.0	
GENERIC/STORE ##	425	.3	.3	66	.1	.1	7	.1	.1	3	.1	.1	80	.5	.5
UNKNOWN	18,620	100.0	100.0	12	100.0	100.0	1	100.0	100.0	1	100.0	100.0	7	100.0	100.0
TOTAL:	147,556	100.0	100.0	60,109	100.0	100.0	8,313	100.0	100.0	3,376	100.0	100.0	17,608	100.0	100.0

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	TOTAL LESS			CELL 05 LESS			CELL 06 LESS			CELL 07 LESS			CELL 08 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
PREVIOUS BRAND	12,568	8.5	9.7	460	6.5	7.2	785	19.4	20.4	820	20.0	21.0	1,341	5.4	5.4
NONE/SAME PREVIOUS	27	.0	.0				1	.0	.0				10	.0	.0
CAMEL WIDES	42	.0	.0	4	.1	.1							13	.1	.1
STYLE***	61	.0	.0	4	.1	.1							22	.1	.1
PRIVATE STOCK##	3	.0	.0												
RIVIERA***	26	.0	.0	2	.0	.0							9	.0	.0
PRIMER##	8	.0	.0										3	.0	.0
RALEIGH EXTRA##	322	.2	.2	26	.4	.4	3	.1	.1				115	.5	.5
GPC##	11	.0	.0	1	.0	.0							4	.0	.0
RICHLAND 20'S***	27	.0	.0	1	.0	.0							11	.0	.0
BEST BUY##	7	.0	.0							1	.0	.0	3	.0	.0
PREMIUM BUY##	1	.0	.0												
HERITAGE***	33	.0	.0	2	.0	.0	1	.0	.0				9	.0	.0
BEST VALUE##	182	.1	.1	11	.2	.2	1	.0	.0				56	.2	.2
MONARCH##	1	.0	.0	1	.0	.0									
DAKOTA	18,620	12.6	14.4	770	10.8	12.1	190	4.7	4.9	189	4.6	4.8	1,732	7.0	7.0
UNKNOWN	257	.2	.2	18	.3	.3	3	.1	.1	3	.1	.1	76	.3	.3
ALPINE ***	6,793	4.6	5.3	441	6.2	6.9	70	1.7	1.8	91	2.2	2.3	890	3.6	3.6
BENSON & HEDGES	614	.4	.5	54	.8	.9	10	.2	.3	5	.1	.1	219	.9	.9
CAMBRIDGE ***	38,900	26.4	30.2	1,862	26.2	29.3	1,965	48.6	51.0	1,981	48.4	50.7	3,069	12.3	12.3
MARLBORO	4,799	3.3	3.7	433	6.1	6.8	113	2.8	2.9	102	2.5	2.6	882	3.5	3.5
MERIT	38	.0	.0	2	.0	.0	1	.0	.0	1	.0	.0	3	.0	.0
MULTIFILTER	97	.1	.1	5	.1	.1	2	.0	.1	4	.1	.1	18	.1	.1
PLAYERS BLACK	50	.0	.0	1	.0	.0	2	.0	.1	2	.0	.1	12	.0	.0
PLAYERS LIGHT 25S **	9,409	6.4	7.3	97	1.4	1.5	82	2.0	2.1	74	1.8	1.9	5,364	21.5	21.5
PARLIAMENT LIGHTS	10	.0	.0										1	.0	.0
CARTIER	12	.0	.0										3	.0	.0
NEXT	88	.1	.1	1	.0	.0	3	.1	.1	2	.0	.1	24	.1	.1
SARATOGA	2,627	1.8	2.0	174	2.4	2.7	64	1.6	1.7	63	1.5	1.6	520	2.1	2.1
VIRGINIA SLIMS	39	.0	.0	2	.0	.0	2	.0	.1	1	.0	.0	11	.0	.0
BUCKS ***	9	.0	.0							1	.0	.0	2	.0	.0
PM BLUES	280	.2	.2	6	.1	.1	2	.0	.1				21	.1	.1
PM/PM COMMANDER	221	.1	.2	7	.1	.1	2	.0	.1	1	.0	.0	24	.1	.1
PHILIP MORRIS INT'L	231	.2	.2	10	.1	.2	3	.1	.1				27	.1	.1
VS SUPERSLIMS	35	.0	.0	2	.0	.0							13	.1	.1
BRISTOL ***	1,183	.8	.9	64	.9	1.0	10	.2	.3	15	.4	.4	299	1.2	1.2
CARLTON	1,899	1.3	1.5	62	.9	1.0	15	.4	.4	11	.3	.3	254	1.0	1.0
LUCKY STRIKE ***	3,497	2.4	2.7	163	2.3	2.6	33	.8	.9	26	.6	.7	573	2.3	2.3
PALL MALL	61	.0	.0	4	.1	.1				1	.0	.0	14	.1	.1
SILVA THINS	31	.0	.0	1	.0	.0	1	.0	.0				11	.0	.0
TALL	1,091	.7	.8	48	.7	.8	8	.2	.2	7	.2	.2	149	.6	.6
TAREYTON	104	.1	.1	9	.1	.1	2	.0	.1	4	.1	.1	21	.1	.1
MALIBU ***	17	.0	.0	2	.0	.0							6	.0	.0
CARLTON SLIMS	31	.0	.0				2	.0	.1				11	.0	.0
AMERICAN LIGHTS ***	348	.2	.3	21	.3	.3	4	.1	.1	7	.2	.2	83	.3	.3
CAPRI	149	.1	.1	13	.2	.2				4	.1	.1	31	.1	.1
BARCLAY	219	.1	.2	8	.1	.1	2	.0	.1	4	.1	.1	54	.2	.2
BELAIR	3	.0	.0												
KIM SLIMS 25'S ***	2	.0	.0	1	.0	.0							1	.0	.0
ELI CUTTER	1,837	1.2	1.4	87	1.2	1.4	46	1.1	1.2	54	1.3	1.4	414	1.7	1.7
KOOL															

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	TOTAL LESS			CELL 05 LESS			CELL 06 LESS			CELL 07 LESS			CELL 08 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
PREVIOUS BRAND															
RAJEIGH	563	.4	.4	34	.5	.5	6	.1	.2	2	.0	.1	140	.6	.6
RICHLAND 25'S ***	35	.0	.0	4	.1	.1							19	.1	.1
ST. JAMES COURT	2	.0	.0												
VICEROY ***	1,410	1.0	1.1	68	1.0	1.1	4	.1	.1	10	.2	.3	203	.8	.8
FALCON LIGHTS	16	.0	.0	3	.0	.0							1	.0	.0
CHESTERFIELD	1,085	.7	.8	41	.6	.6	3	.1	.1	6	.1	.2	133	.5	.5
DORADO	25	.0	.0	3	.0	.0				1	.0	.0	10	.0	.0
EVE	297	.2	.2	20	.3	.3				3	.1	.1	92	.4	.4
LARK	523	.4	.4	21	.3	.3	4	.1	.1	4	.1	.1	90	.4	.4
PYRAMID ***	165	.1	.1	13	.2	.2				1	.0	.0	57	.2	.2
STRIDE***	3	.0	.0										2	.0	.0
L & M	915	.6	.7	29	.4	.5	3	.1	.1	9	.2	.2	126	.5	.5
ST. MORITZ	7	.0	.0	1	.0	.0							1	.0	.0
MONTCLAIR ***	620	.4	.5	42	.6	.7	6	.1	.2	3	.1	.1	223	.9	.9
KENT GOLDEN LIGHTS	154	.1	.1	10	.1	.2	1	.0	.0				59	.2	.2
KENT	5,267	3.6	4.1	241	3.4	3.8	44	1.1	1.1	40	1.0	1.0	799	3.2	3.2
MAX	63	.0	.0	1	.0	.0							27	.1	.1
NEWPORT	2,555	1.7	2.0	122	1.7	1.9	119	2.9	3.1	128	3.1	3.3	453	1.8	1.8
OLD GOLD	453	.3	.4	19	.3	.3	7	.2	.2				75	.3	.3
SATIN	60	.0	.0	3	.0	.0				1	.0	.0	9	.0	.0
SPRING	10	.0	.0	1	.0	.0							1	.0	.0
TRIUMPH	18	.0	.0	2	.0	.0	1	.0	.0				3	.0	.0
TRUE	1,671	1.1	1.3	107	1.5	1.7	25	.6	.6	24	.6	.6	318	1.3	1.3
KENT III	258	.2	.2	13	.2	.2	1	.0	.0	3	.1	.1	94	.4	.4
B&H DE-NIC	64	.0	.0	3	.0	.0	3	.1	.1	1	.0	.0	25	.1	.1
NEWPORT STRIPES	41	.0	.0	2	.0	.0	3	.1	.1				6	.0	.0
HARLEY DAVIDSON***	5	.0	.0										2	.0	.0
MISTY SLIMS ***	383	.3	.3	20	.3	.3	4	.1	.1	2	.0	.1	121	.5	.5
BULL DURHAM ***	5	.0	.0				2	.0	.1				1	.0	.0
MERIT ULTIMA	36	.0	.0				2	.0	.1				15	.1	.1
ASTOR ##	7	.0	.0												
BRIGHT	13	.0	.0	2	.0	.0							2	.0	.0
CAMEL	4,524	3.1	3.5	240	3.4	3.8	135	3.3	3.5	144	3.5	3.7	891	3.6	3.6
CENTURY 25'S ***	174	.1	.1	17	.2	.3				2	.0	.1	67	.3	.3
DORAL ***	1,407	1.0	1.1	98	1.4	1.5	7	.2	.2	5	.1	.1	416	1.7	1.7
MORE	647	.4	.5	45	.6	.7	12	.3	.3	8	.2	.2	175	.7	.7
NOW	599	.4	.5	47	.7	.7	8	.2	.2	2	.0	.1	179	.7	.7
RITZ	19	.0	.0	2	.0	.0							4	.0	.0
SALEM	3,166	2.1	2.5	173	2.4	2.7	64	1.6	1.7	55	1.3	1.4	633	2.5	2.5
STERLING ***	81	.1	.1	12	.2	.2							32	.1	.1
VANTAGE	1,627	1.1	1.3	108	1.5	1.7	20	.5	.5	22	.5	.6	432	1.7	1.7
WINSTON	10,179	6.9	7.9	557	7.8	8.8	113	2.8	2.9	120	2.9	3.1	2,047	8.2	8.2
MAGNA ***	39	.0	.0	4	.1	.1				2	.0	.1	14	.1	.1
DUNHILL PM/INT'L	56	.0	.0	2	.0	.0	2	.0	.1	2	.0	.1	9	.0	.0
MILD SEVEN	11	.0	.0							1	.0	.0	1	.0	.0
ROTHMANN'S	25	.0	.0				1	.0	.0	1	.0	.0	4	.0	.0
CHELSEA	10	.0	.0										2	.0	.0
CLASS A ##	8	.0	.0	1	.0	.0							2	.0	.0
BRONSON ##	6	.0	.0										2	.0	.0
EXPORT A	2	.0	.0												

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PREVIOUS BRAND	TOTAL LESS			CELL 05 LESS			CELL 06 LESS			CELL 07 LESS			CELL 08 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
BASIC **	860	.6	.7	57	.8	.9	4	.1	.1	8	.2	.2	316	1.3	1.3
COINS **	1	.0	.0										1	.0	.0
COST CUTTERS **	1	.0	.0										1	.0	.0
DELTA **	2	.0	.0												
PRICE BREAKER **	8	.0	.0	1	.0	.0							2	.0	.0
QUALITY **	8	.0	.0										2	.0	.0
SCOTCH BUY **	3	.0	.0	1	.0	.0							1	.0	.0
YOURS **	15	.0	.0	1	.0	.0							3	.0	.0
WORTH **	4	.0	.0							1	.0	.0	2	.0	.0
GENERIC/STORE **	425	.3	.3	45	.6	.7	8	.2	.2	9	.2	.2	142	.6	.6
UNKNOWN	18,620	100.0	100.0	4	100.0	100.0	2	100.0	100.0	1	100.0	100.0	2,235	100.0	100.0
TOTAL:	147,556	100.0	100.0	7,116	100.0	100.0	4,040	100.0	100.0	4,094	100.0	100.0	24,915	100.0	100.0

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	TOTAL			CELL 09			CELL 10		
	NUMBER	%	UNKN	NUMBER	%	UNKN	NUMBER	%	UNKN
PREVIOUS BRAND	12,568	8.5	9.7	485	5.5	5.9	761	8.3	9.8
NONE/SAME PREVIOUS	27	.0	.0	4	.0	.0	2	.0	.0
CAMEL WIDES	42	.0	.0	7	.1	.1	2	.0	.0
STYLE***	61	.0	.0	7	.1	.1	1	.0	.0
PRIVATE STOCK##	3	.0	.0	1	.0	.0			
RIVIERA***	26	.0	.0	4	.0	.0	2	.0	.0
PRIME##	8	.0	.0						
RALEIGH EXTRA##	322	.2	.2	55	.6	.7	7	.1	.1
GPC##	11	.0	.0	4	.0	.0			
RICHLAND 20'S***	27	.0	.0	1	.0	.0	1	.0	.0
BEST BUY##	7	.0	.0	1	.0	.0			
PREMIUM BUY##	1	.0	.0						
HERITAGE***	33	.0	.0	5	.1	.1	2	.0	.0
BEST VALUE##	182	.1	.1	36	.4	.4	8	.1	.1
MONARCH##	1	.0	.0						
DAKOTA	18,620	12.6	14.4	617	7.0	7.5	1,421	15.5	18.3
UNKNOWN	257	.2	.2	17	.2	.2	17	.2	.2
ALPINE ***	6,793	4.6	5.3	305	3.5	3.7	441	4.8	5.7
BENSON & HEDGES	614	.4	.5	73	.8	.9	29	.3	.4
CAMBRIDGE ***	38,900	26.4	30.2	1,028	11.7	12.6	2,721	29.6	35.0
MARLBORO	4,799	3.3	3.7	290	3.3	3.5	322	3.5	4.1
MERIT	38	.0	.0				3	.0	.0
MULTIFILTER	97	.1	.1	6	.1	.1	14	.2	.2
PLAYERS BLACK	50	.0	.0	7	.1	.1	3	.0	.0
PLAYERS LIGHT 25S **	9,409	6.4	7.3	1,947	22.1	23.8	175	1.9	2.3
PARLIAMENT LIGHTS	10	.0	.0	1	.0	.0			
CARTIER	12	.0	.0				1	.0	.0
NEXT	88	.1	.1	8	.1	.1	5	.1	.1
SARATOGA	2,627	1.8	2.0	215	2.4	2.6	156	1.7	2.0
VIRGINIA SLIMS	39	.0	.0	6	.1	.1	2	.0	.0
BUCKS ***	9	.0	.0				2	.0	.0
PM BLUES	280	.2	.2	5	.1	.1	14	.2	.2
PM/PM COMMANDER	221	.1	.2	13	.1	.2	16	.2	.2
PHILIP MORRIS INT'L	231	.2	.2	12	.1	.1	10	.1	.1
VS SUPERSLIMS	35	.0	.0	2	.0	.0	3	.0	.0
BRISTOL ***	1,183	.8	.9	97	1.1	1.2	65	.7	.8
CARLTON	1,899	1.3	1.5	118	1.3	1.4	107	1.2	1.4
LUCKY STRIKE ***	3,497	2.4	2.7	186	2.1	2.3	240	2.6	3.1
PALL MALL	61	.0	.0	6	.1	.1	4	.0	.1
SILVA THINS	31	.0	.0	3	.0	.0	3	.0	.0
TALL	1,091	.7	.8	50	.6	.6	74	.8	1.0
TAREYTON	104	.1	.1	10	.1	.1	12	.1	.2
MALIBU ***	17	.0	.0						
CARLTON SLIMS	31	.0	.0	3	.0	.0	2	.0	.0
AMERICAN LIGHTS ***	348	.2	.3	30	.3	.4	25	.3	.3
CAPRI	149	.1	.1	7	.1	.1	15	.2	.2
BARCLAY	219	.1	.2	19	.2	.2	15	.2	.2
BELAIR	3	.0	.0						
KIM SLIMS 25'S ***	2	.0	.0						
ELI CUTTER	1,837	1.2	1.4	136	1.5	1.7	128	1.4	1.6
KOOL									

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	TOTAL LESS			CELL 09 LESS			CELL 10 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
PREVIOUS BRAND									
RALEIGH	563	.4	.4	59	.7	.7	30	.3	.4
RICHLAND 25'S ***	35	.0	.0	3	.0	.0	3	.0	.0
ST. JAMES COURT	2	.0	.0						
VICEROY ***	1,410	1.0	1.1	76	.9	.9	100	1.1	1.3
FALCON LIGHTS	16	.0	.0				3	.0	.0
CHESTERFIELD	1,085	.7	.8	54	.6	.7	62	.7	.8
DORADO	25	.0	.0	2	.0	.0	1	.0	.0
EVE	297	.2	.2	39	.4	.5	9	.1	.1
LARK	523	.4	.4	23	.3	.3	22	.2	.3
PYRAMID ***	165	.1	.1	26	.3	.3	7	.1	.1
STRIDE***	3	.0	.0						
L & M	915	.6	.7	47	.5	.6	55	.6	.7
ST. MORITZ	7	.0	.0				1	.0	.0
MONTCLAIR ***	620	.4	.5	83	.9	1.0	19	.2	.2
KENT GOLDEN LIGHTS	154	.1	.1	21	.2	.3	7	.1	.1
KENT	5,267	3.6	4.1	276	3.1	3.4	337	3.7	4.3
MAX	63	.0	.0	6	.1	.1	3	.0	.0
NEWPORT	2,555	1.7	2.0	144	1.6	1.8	181	2.0	2.3
OLD GOLD	453	.3	.4	25	.3	.3	26	.3	.3
SATIN	60	.0	.0	9	.1	.1	4	.0	.1
SPRING	10	.0	.0	1	.0	.0			
TRIUMPH	18	.0	.0	1	.0	.0	2	.0	.0
TRUE	1,671	1.1	1.3	111	1.3	1.4	111	1.2	1.4
KENT III	258	.2	.2	31	.4	.4	7	.1	.1
B&H DE-NIC	64	.0	.0	8	.1	.1	2	.0	.0
NEWPORT STRIPES	41	.0	.0				3	.0	.0
HARLEY DAVIDSON***	5	.0	.0						
MISTY SLIMS ***	383	.3	.3	50	.6	.6	15	.2	.2
BULL DURHAM ***	5	.0	.0						
MERIT ULTIMA	36	.0	.0	5	.1	.1	4	.0	.1
ASTOR ##	7	.0	.0	1	.0	.0			
BRIGHT	13	.0	.0	3	.0	.0	2	.0	.0
CAMEL	4,524	3.1	3.5	339	3.9	4.1	246	2.7	3.2
CENTURY 25'S ***	174	.1	.1	19	.2	.2	7	.1	.1
DDRAL ***	1,407	1.0	1.1	148	1.7	1.8	75	.8	1.0
MORE	647	.4	.5	52	.6	.6	33	.4	.4
NOW	599	.4	.5	56	.6	.7	32	.3	.4
RITZ	19	.0	.0	2	.0	.0	1	.0	.0
SALEM	3,166	2.1	2.5	226	2.6	2.8	221	2.4	2.8
STERLING ***	81	.1	.1	8	.1	.1	3	.0	.0
VANTAGE	1,627	1.1	1.3	128	1.5	1.6	82	.9	1.1
WINSTON	10,179	6.9	7.9	729	8.3	8.9	565	6.1	7.3
MAGNA ***	39	.0	.0	6	.1	.1	2	.0	.0
DUNHILL PM/INT'L	56	.0	.0	2	.0	.0	4	.0	.1
MILD SEVEN	11	.0	.0						
ROTHMANN'S	25	.0	.0				1	.0	.0
CHELSEA	10	.0	.0	1	.0	.0	1	.0	.0
CLASS A ##	8	.0	.0	2	.0	.0			
BRONSON ##	6	.0	.0						
EXPORT A	2	.0	.0				1	.0	.0

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	TOTAL LESS			CELL 09 LESS			CELL 10 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
PREVIOUS BRAND									
BASIC ##	860	.6	.7	100	1.1	1.2	41	.4	.5
COINS ##	1	.0	.0						
COST CUTTERS ##	1	.0	.0						
DELTA ##	2	.0	.0						
PRICE BREAKER ##	8	.0	.0	1	.0	.0			
QUALITY ##	8	.0	.0	2	.0	.0	1	.0	.0
SCOTCH BUY ##	3	.0	.0						
YOURS ##	15	.0	.0	2	.0	.0	3	.0	.0
WORTH ##	4	.0	.0						
GENERIC/STORE ##	425	.3	.3	41	.5	.5	24	.3	.3
UNKNOWN	18,620	100.0	100.0	809	100.0	100.0	2	100.0	100.0
TOTAL:	147,556	100.0	100.0	8,795	100.0	100.0	9,190	100.0	100.0

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M      M DDDDDD DDDDDD 00000 22222 88888 1      44      AAAAA AAAAA
MM     MM D    D D    D 0    0 2    2 8    8 11     4 4    A    A A    A
M M M M D    D D    D 0    0 0    0 2    2 8    8 1    4 4    A    A A    A
M M M M D    D D    D 0    0 0    0 2    2 88888 1    4444444 AAAAAA AAAAAA
M      M D    D D    D 0    0 2    8    8 1    4    A    A A    A
M      M D    D D    D 0    0 2    8    8 1    4    A    A A    A
M      M DDDDDD DDDDDD 00000 2222222 88888 11111 4    A    A A    A

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A      A      T      T      E      N N   N   T      I      O      O N N   N
AAAAAAA T      T      EEEE   N N   N   T      I      O      O N N   N
A      A      T      T      E      N   N N   T      I      O      O N   NN
A      A      T      T      E      N   NN  T      I      O      O N   NN
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